

Siddharth Prusty

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EDUCATION	Duke University , Durham, NC PhD in Quantitative Marketing, CGPA: 3.92/4.00 Advisors: Professor Carl Mela and Professor Wilfred Amaldoss	2020-present
	Columbia University , New York City, NY Master of Science in Operations Research, CGPA: 3.70/4.00	2018-2020
	Indian Institute of Technology Kanpur , Kanpur, India B.Tech in Electrical Engineering (Minor in Algorithms), CGPA: 8.95/10.00	2012-2016
RESEARCH INTERESTS	Substantive: Marketplaces, Advertising, Sustainable consumption, Privacy. Methodological: Structural Econometrics, Analytical Modeling, Causal Inference	
PUBLICATIONS	Robust Importance Weighting for Covariate Shift. (with Henry Lam and Fengpei Li) Proceedings of the Twenty Third International Conference on Artificial Intelligence and Statistics, PMLR 108:352-362, 2020.	
WORKING PAPERS	Sustainable consumption: A strategic analysis. (with Wilfred Amaldoss) <i>Major Revision at Marketing Science</i> <ul style="list-style-type: none">• Investigated the strategic interactions between firms investing in sustainable products under competition, where consumers have heterogeneous preferences for sustainable consumption.• Understand the implications of minimum sustainability standards, political orientation, status preferences, and multi-product firms in the context of sustainable consumption.	
WORKS IN PROGRESS	Optimizing quality scores in marketplace product rankings. (with Hana Choi, Carl Mela) <ul style="list-style-type: none">• Monetized a marketplace by optimizing the quality score algorithm for advertising in a online retail, balancing revenues from advertising (clicks) and orders (sales).• Estimated a structural model to predict demand, and conducted counterfactual simulations to optimize Quality Score model under alternate bidding policies.	
AWARDS AND HONORS	Institute for Marketing Science Doctoral Consortium Fellow Columbia University, Shardashish Interschool Fellowship Honda Foundation, Honda Young Engineer and Scientist Award IIT Kanpur, Academic Excellence Award	2022 2018 2014 2013
TEACHING EXPERIENCE	Instructor, Statistical Programming Bootcamp Developed and instructed week-long course on <i>Python</i> to incoming PhD students at Fuqua. Teaching Assistant, Duke University Value Creation in Martech (2021/2023 for Carl Mela), Programming Analytics (2023 for Allison Chaney), Strategic Brand Management (2022/2023 for Tong Guo), Marketing Core (2022 for Srinivas Tunuguntla, 2021 for Tong Guo) Teaching Assistant, Columbia University Stochastic Models & Applications (2020 for Ton Dieker), Introduction to Financial Engineering (2019/2020 for David Yao)	2023 2021-2026 2019-2020
PROFESSIONAL EXPERIENCE	IBM Research Labs , <i>Research Intern</i> , Armonk, NY American Express , <i>Risk Data Analyst</i> , Gurugram, India iRageCapital Advisory Pvt. Ltd. , <i>Quant Strategist Intern</i> , Mumbai, India École Normale Supérieure , <i>Software Research Intern</i> , Paris, France	Summer 2020 2016-2018 Summer 2015 Summer 2014
SKILLS	Python, Matlab, Mathematica, Stata, C, SAS, SQL, R, L ^A T _E X	